

DTO FY 09 (July 1, 2008 - June 30, 2009) Advertising Plan

Category	Run Dates	Frequency	Size	Notes
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Network Television

WBAL-TV Baltimore	09/22/08 - 10/24/08	A.M., Daytime, Early P.M.	:30 T.V. Commercials	
WRC-TV Washington, D.C.	09/22/08 - 10/24/08	A.M., Daytime, Early P.M.	:30 T.V. Commercials	
WHTM-TV (abc 27) Harrisburg	09/22/08 - 10/24/08	A.M., Daytime, Early P.M.	:30 T.V. Commercials	WHTM.com included (300x250 homepage)
WGAL-TV Lancaster	09/22/08 - 10/24/08	A.M., Daytime, Early P.M.	:30 T.V. Commercials	

Comcast Cable Television

Burlington County, N.J.	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN Headline News, ESPN, HGTV, The Weather Channel
Mercer County, N.J.	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN Headline News, ESPN, HGTV, The Weather Channel
Central Bucks, Pa.	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN Headline News, ESPN, HGTV, The Weather Channel
Lower Bucks, Pa.	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN Headline News, ESPN, HGTV, The Weather Channel
Monmouth County N.Y. DMA (includes Union)	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: News 12 and Travel Channel
Montgomery County Central, Md.	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Travel, The Weather Channel
Baltimore North County	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Fox News, HGTV, The Weather Channel
Baltimore East County	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Fox News, HGTV, The Weather Channel
Lancaster Metro	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Food Network, HGTV, Travel Channel, The Weather Channel
Harrisburg East	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Food Network, HGTV, Travel Channel, The Weather Channel
Harrisburg West	09/22/08 - 10/19/09	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Food Network, HGTV, Travel Channel, The Weather Channel
Richmond, Va. Super Zone	09/22/08 - 10/19/08	See contract.	:30 T.V. Commercials	Networks: CNN, ESPN, Travel Channel, The Weather Channel

National Print

Birder's World magazine	March/April, May/June 09	2X	1/2PG, 4C
History Channel Magazine	Nov./Dec. 08, May/June 09	2X	1/2PG, 4C
History Channel Magazine (Co-Op)	March/April 09	1X	1PG, 4C
Natural History Magazine	March 09, April 09, May 09 + Nov. 09	3x + Bonus	1/2PG, 4C
Southern Living	Nov. 08 SIP + Dec. 08, March 09	Bonus + 2X	1/2PG, 4C
Southern Living (Co-Op)	May 09	1X	1PG, 4C

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Regional Print				
America's Best Vacations Sunday Newspaper Inserts (Collinson Publishing)	Fall 08	1X	1/4PG, 4C + Travel Planner	Mid-Atlantic and Northeast Markets: Conn., D.C., Mass., N.H., N.J., N.Y., Pa., Ohio, N.C., R.I., W.V., K.Y. (3) 1/8 of a broadsheet page (3 col. x 5.25") 4C ads in Sunday Travel, plus (3) B&W pick-up ads on Wed. Escapes
Arthur Frommer's Budget Travel (East of Mississippi)	May 09	1X	1/2PG, 4C	
Newspaper Insert (Co-Op)	Spring 09	1X	1PG, 4C + Web Add Value	
Maryland Life	Nov./Dec 08 - July/Aug. 09	5X	1/2PG, 4C	
Trips & Getaways	Spring 09, Summer 09	2X	1/2PG, 4C	
Washington Post (Travel section)	March 09	6X	3 col. x 5.25"	
Online				
NYT Travel e-Newsletter (Co-Op)	May 09	1X	e-Newsletter	
BaltimoreSun.com	Nov. 09	TBD	728x90, 300x250, Video	
BudgetTravel.com	May 09	TBD	TBD	Geo Target Mid-Atlantic
Google	May/ June 09	TBD	TBD	Geo Target Mid-Atlantic
IgoUgo.com	March/ April 09	TBD	TBD	Geo Target Mid-Atlantic
Philly.com	Nov. 09	TBD	728x90, 300x250	
TripAdvisor.com	March/ April 09	TBD	728x90, 300x250	Geo Target Mid-Atlantic
WashingtonPost.com	March 09	TBD	160x600, 300x250	